



PARJE
Parc des Jeunes Entrepreneurs

Creativity - Innovation - Entrepreneurship

**SEARCH
FOR COMMON
GROUND**

**SESSION ON THE ECONOMIC AND NETWORKING
PREOCCUPATIONS OF YOUNG PEOPLE IN THE
URBAN COMMUNE OF MUHA UNDER THE THEMES :
«**HUMAN CAPITAL AND SUPPORT FOR YOUNG
ENTREPRENEURS**»**



By

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I. Introduction

I.1. Context

Parc des Jeunes Entrepreneurs is a local non-governmental organization with the principal mission of promoting entrepreneurship among young people and contributing to the professionalization and profitability of trades to improve the socio-economic life of the Burundian population. Aware that entrepreneurship is of paramount importance in improving the lives of the Burundian population, PARJE gives its heart and soul to help promote the empowerment of young people and women.

As part of "*TUYAGE: increasing access to information and economic discourse to strengthen social cohesion in Burundi*", a project whose aim is to generate an information environment and a culture of discussion around the concerns that affect Burundians in their everyday lives, focusing on economic concerns and opportunities shared by all, PARJE has signed a partnership contract with Search For Common Ground.

The terms of the contract mainly concern the preparation and facilitation of four (4) discussion and networking sessions on the challenges and opportunities faced by young people in starting up and developing their projects in Bujumbura Town Hall.

The sessions will generate in-depth discussions on new business opportunities, acquaintance between participants, exchange of experience and information, above all the creation of discussion frameworks, debate on markets for the sale of goods and lead to broader visions.

With this in mind, the first session was organized in the urban commune of Muha on the theme of "human capital and support for young entrepreneurs". Participants in the session were young entrepreneurs with income-generating initiatives.

I.2. Session objectives

❖ Overall objective

Promote the networking of young people with successful economic players from all walks of life, around discussions of reconciliation, entrepreneurship and a rights-based approach to economic issues.

❖ Specific objectives

- Create and facilitate a framework for young entrepreneurs to exchange experiences
- Create partnership opportunities in the field of entrepreneurship between the young guests
- Promote the spirit of collaboration in their business.

I.3. Human resources for the conference

- ✓ A consultant-facilitator, to lead the session and facilitate exchanges between participants.
- ✓ A session facilitator;**Déroulement de la session**

II.1. Session environment

The session took place in the conference room of the urban commune of Muha, on March 16, 2021. The room was well ventilated and laid out in such a way as to enable all participants to see everyone and move around without disturbing anyone. Basic teaching equipment was available (video projector, computer and flipchart). The session lasted one day, from 09:30 to 16:40, and was attended by 30 participants. The session was led by IGIRUKWISHAKA Jean Bosco, supported by NIRAGIRA Didace, both PARJE executives and respectively consultant-animator and facilitator of the session.

II.2. Preparing the session

Preparations for the session began 5 days before it was due to take place. It consisted in adapting the themes to the profile of the participants. It was also during this period that PARJE identified the participants, invited them to attend, reserved the conference room and made the equipment available (video projector and flipchart). PARJE also prepared all other aspects directly linked to the holding of the session (lunch arrangements, list of participants....).

II.3. Session moderation

1° Speech

The youth discussion and networking session was opened by Mr. NTAHOMVUKIYE Jean, the Conseiller Technique Administratif et Social (CTAS), who was later joined by the Conseiller Technique Chargé du Développement (CTD), NDABAGOYE Venuste, all from the urban commune of Muha. The CTAS, who welcomed all participants to the urban commune of Muha, thanked the organizers of the event and confirmed their commune's commitment to supporting organizations working for development. He took the opportunity to reiterate the Burundian government's commitment to promoting entrepreneurship and job creation through the establishment of cooperatives throughout the country. He made a vibrant appeal to the young people present to open up during the session to give their ideas and contribute to the duplication of the session's achievements.

Afterwards, NDABAGOYE Venuste, the commune's CTD, emphasized the importance of such a session for everyone present, particularly young entrepreneurs, and for Burundi in general. He encouraged participants to make it their own, with a view to disseminating it more widely in their home communities, and thanked the organizers, Search For Common Ground and PARJE, for their interest in young people.

Mr. NIRAGIRA Didace, in his capacity as project manager for PARJE, then took the floor to refocus the conference on the importance of the role of young entrepreneurs in human development, and asked for everyone's commitment to ensuring that the session had a remarkable impact.

Finally, NIRAGIRA Didace gave a brief overview of Search For Common Ground and PARJE, emphasizing the role of each organization in meeting the socio-economic challenges of the Burundian population in general and young people in particular.



2° Animation proper

The session kicked off with a presentation of the participants and the chronology of the day's activities (see appendix), followed by a short presentation of the themes by the consultant-facilitator. The themes presented were :

- a. **Human capital** (basic skills, advanced skills, vocational skills, the labor market, etc.)
- b. **Support for young entrepreneurs** (support for operationalization of activities, support for growth, research and development)



After the presentation of each theme, there was an exchange of views to encourage active participation. Work in 4 groups was organized in order to obtain commitments and recommendations from the participants. The commitments and recommendations are appended to this report.



The presentation of the results of the group work was followed by an open exchange in which the majority of participants had time to express themselves freely. This exchange was characterized by a positive appreciation of the innovation observed in the organization and running of the session. In particular, they liked the methodology used and the choice of participants, as the organizers had targeted the different sectors of activity of the entrepreneurs, which are really useful for having diversified ideas. Participants were also given ample time to present their businesses, with testimonials from young people who have made remarkable advances in entrepreneurship.

To perpetuate the session's achievements, the participants created an exchange group called "Jeunes-Muha-PARJE" via the WhatsApp platform.

II. Session evaluation by participants

At the end of the session, participants were asked to evaluate the session as a whole. The session leader asked them to do so objectively, with a view to improving future sessions, whether in terms of logistics, theme content or atmosphere.

Anonymous evaluation forms were given to session participants, and the summary is presented in the grid below. Overall, participants were satisfied with the session, giving it a score of 4.35 out of 5.

IV. Conclusion

The session went ahead as planned. Participants positively appreciated the organization and running of the session. The majority of participants were given sufficient time to express themselves and present their businesses, which was "the difference between this session and the conferences they were used to".

The young entrepreneurs present noted that young people are sorely lacking in entrepreneurial knowledge and skills. These include skills in personal and professional development, business idea design, business plan development and more.

All participants expressed a thirst for similar sessions with a variety of themes, and even asked for them to be multiplied, as this is where they get the opportunity to meet different categories of young entrepreneurs and administrative officials for exchange. With this in mind, the young entrepreneurs pledged to ask the commune for a hall to facilitate such sessions, and asked PARJE to support them.



Photo de clôture de la session